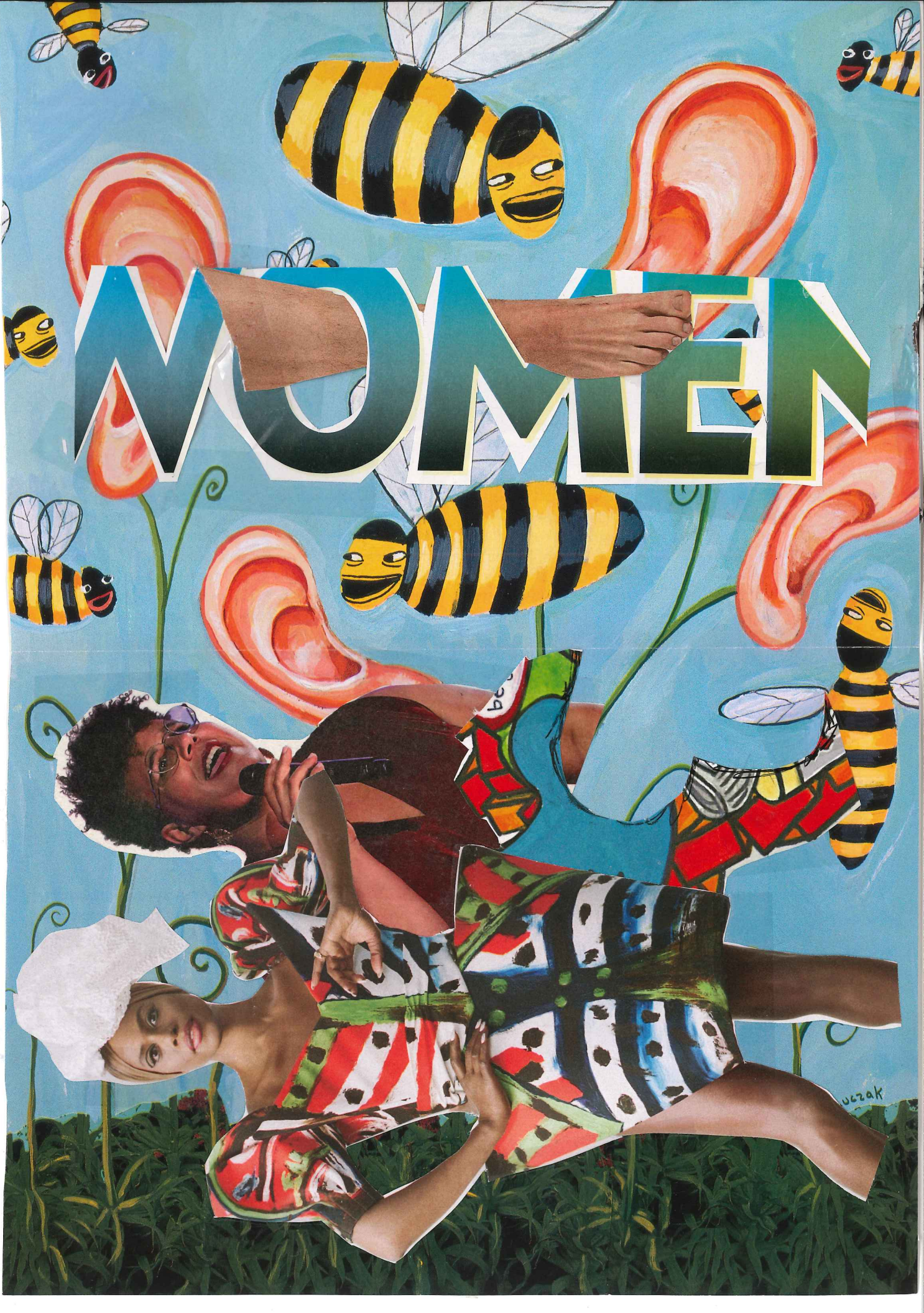


WOMEN



GETTING STARTED

The Internet offers a lot of information, including O'Dwyer's. For a design principal, the best advice isn't the best. The design profession is a key issue, design Stein, no

at a design firm. And with a lot of

made

the of

is a real

about

was trying to solve problems

That was really a breakthrough."

initial "gut

age in a

role

and

I'll

enjoy work

Calvin

says. To that end, most small design firms are likely to prefer

working with a small PR agency or sole practitioner in a principal-to-principal relationship. Large PR agencies and

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